

November 2, 2006

MEMORANDUM

To: Dr. Bettie Rose Horne, Chairman, and Members, Committee on Academic Affairs and Licensing

From: Dr. R. Lynn Kelley, Acting Director of Academic Affairs and Licensing

Consideration of Request for Initial License to Recruit in South Carolina
Westwood College, Atlanta, GA

Summary

Westwood College www.westwood.edu requests approval to recruit South Carolina residents into its two branches (Midtown and Northlake) in Atlanta, Georgia, into programs leading to B.S., A.A.S., and A.O.S. degrees in majors as shown in the following table:

B.S.	A.A.S.	A.O.S.
Animation	Computer Aided Design/Multimedia	Medical Assisting
Business Administration-Accounting	Computer Network Engineering	
Business Administration-Marketing and Sales	Fashion Merchandising	
Computer Network Management	Graphic Design and Multimedia	
Criminal Justice		
E-Business Management		
Fashion Merchandising		
Game Art Design		
Game Software Development		
Information Systems Security		
Interior Design		
Visual Communication		
Web Design and Multimedia		

Founded in Denver, Colorado in 1953 as Radio and Television Repair Institution, it was subsequently named National Electronics Institute (1958), Denver Institute of Technology, Inc.

(1974), and Westwood College of Technology (1997). A total of 17 campuses are in California, Colorado, Georgia, Illinois, Texas, and Virginia. Westwood College – Atlanta Midtown is a branch of the DuPage Campus, Chicago, Illinois, and is wholly-owned by Elbert, Inc., a wholly-owned subsidiary of Alta Colleges, Inc., a Delaware corporation. Westwood College – Atlanta Northlake is a branch of O’Hare Airport Campus, Chicago, Illinois, and is wholly-owned by El Nell, Inc., also a wholly-owned subsidiary of Alta Colleges, Inc.

The Georgia Nonpublic Postsecondary Education Commission reviewed the institution for appropriate equipment, facilities, and library and approves Westwood College to offer at the Georgia locations associate and bachelor degrees. The Accrediting Council for Independent Colleges and Schools (ACICS) accredits Westwood. None of the programs hold accreditation by a specialized or professional accrediting organization.

Westwood officials project that it will enroll in the first year approximately 30 South Carolina residents into each of the Atlanta campuses. For admission students must have a high school diploma or General Educational Development (GED) and acceptable American College Test (ACT), Scholastic Aptitude Test (SAT), or Accuplacer Computerized Placement Test scores. Students may transfer to Westwood credit for courses in which they earned a grade of “C” or higher at institutions that hold accreditation from a recognized accrediting agency. Courses in the major must have been completed within the prior five years. Students may also receive advanced standing through placement exams, proficiency exams, or prior training as recommended by the American Council on Education (ACE) National Guide to Educational Credit for Training Programs. Students must complete 25 percent of their programs at Westwood. Students may complete the baccalaureate programs in 36 months, the A.A.S. programs in 20 months, and the A.O.S. program in 17 months. Tuition is \$4,100 per term for students enrolled in 12 or more quarter credit hours.

The following are brief descriptions of the programs. Curricula outlines for each program are shown in the attached Excel file [WestwoodCurricula](#). Included below in group I are business, criminal justice, fashion merchandising, interior design, and computer aided design/multimedia; group II are programs related to computers, information technology, and E-business management; group III are programs related to visual arts; IV medical assisting is separate.

I. Business, Criminal Justice, Fashion Merchandising, Interior Design, Computer Aided Design/Multimedia

B.S., Business Administration - Accounting

The program leading to the B.S. degree in Business Administration with a Concentration in Accounting equips students with business and financial skills necessary to advance in the field of accounting. In addition, the combination of management and general education courses in the program help students apply skills in general management, critical thinking, logic,

communication, and problem solving to workplace challenges. This program also includes courses that cover such topics as cost accounting, financial accounting, auditing, and financial reporting. This degree prepares students for entry-level positions in the field such as accounts payable manager, cost estimator, payroll administrator, or loan and credit counselor. The curriculum consists of a total of 189 quarter credit hours, 72 in the major, 42 in business and accounting, 54 in general education, six in success strategies and career management, and 15 in major electives.

B.S., Business Administration - Marketing and Sales

The program leading to the B.S. degree in Business Administration with a Concentration in Marketing and Sales equips students with business skills necessary to advance in the field of marketing and sales. In addition, the combination of management and general education courses in the program help students apply skills in general management, critical thinking, logic, communication, and problem solving to workplace challenges. This program also includes marketing and sales courses that cover such topics as consumer behavior, marketing research, professional selling, and internet marketing and sales. The program prepares students for entry-level positions in the field such as marketing specialist, market research analyst, account representative, and customer service specialist. The curriculum consists of a total of 189 quarter credit hours, 69 in the major, 45 in business and accounting 54 in general education, six in success strategies and career management, and 15 in major electives.

B.S., Criminal Justice

The program leading to the B.S. degree in Criminal Justice equips students academically and professionally by developing knowledge bases, social awareness, and technological skills for an entry-level position in today's criminal justice environment. This program covers topics such as criminology, criminal procedure, criminal investigation, and juvenile justice. This program also includes courses that cover such topics as interpersonal communication, victimology, and ethics in criminal justice. Students gain an understanding of criminal justice methods, techniques, technologies, and required skills and abilities. The curriculum consists of a total of 183 quarter credit hours, 114 in the major, nine in business and accounting, 54 in general education, and six in success strategies and career management.

B.S. and A.A.S., Fashion Merchandising

The programs leading to the B.S. and A.A.S. degrees in Fashion Merchandising equip students and working professionals with the skills necessary to establish and advance a career in the growing field of fashion merchandising. The programs combine an introduction to the global fashion industry with the basics of the design and creation of fashion items. In addition, the program provides a foundation in business skills necessary for a successful career in merchandising including marketing, consumer behavior, retail management, and contemporary business technology. The combination of business courses, merchandising courses, and fashion

courses, plus skills in critical thinking, communication, and problem-solving, help students become well-prepared for contemporary workplace challenges. The programs prepare graduates for entry-level positions in fashion merchandising. A bachelor's degree graduate may expect employment as assistant fashion buyer, fashion buyer, catalog manager, special events coordinator, and fashion coordinator; an associate's degree graduate may expect employment as assistant fashion buyer, assistant catalog manager, assistant special events coordinator, and sales associate.

Fashion Merchandising	B.S. Quarter Credit Hours	A.A.S. Quarter Credit Hours
Major Credit Hours	122	69
General Education	60	24
Success Strategies and Career Management	6	6
Total Quarter Credit Hours	188	99

B.S., Interior Design

The program leading to the B.S. degree in Interior Design offers students a foundation that nurtures the technical, creative, and human factor facets of interior design necessary to enter the field. Students build on a foundation of drawing, drafting, color, and basic design principles while learning about human factors, space planning, interior construction and detailing, safety and building codes, and computer-aided design (CAD). In addition, students are equipped with a historical perspective of interior design, an understanding of interior design business practices, collaboration techniques for working with related professionals, and an awareness of professional responsibilities and ethics for personal practice. The Bachelor of Science in Interior Design prepares students for entry-level positions in the industry including in-house design assistant for large and small commercial and residential design and architectural firms. The curriculum consists of a total of 186.5 quarter credit hours, 126.5 in the major, 54 in general education, and six in success strategies and career management.

A.A.S., Computer Aided Design/Multimedia

The program leading to the A.A.S. degree in Computer-Aided Design/Multimedia program equips students with the skills necessary to become a candidate for careers available to the skilled CAD operator. Students receive training on recent releases of AutoCAD, a popular CAD application that provides experience in developing technical drawings. Students learn to use CAD in combination with theory and lab environments, where they are exposed to the ideas and principles in a lecture setting and then immediately put that instruction to use in practical lab projects. The curriculum consists of a total of 101 quarter credit hours, 68 in the major, 27 in general education, and six in success strategies and career management.

II. Computer, Information Technology, and E-Business Management

A.A.S., Computer Network Engineering

The program leading to the A.A.S. degree in Computer Network Engineering is designed to provide students with the skills required to design, install, configure, and maintain enterprise-wide networks. In addition, the combination of technical and general education courses in the program helps students develop skills in critical thinking, logic, communication, and problem-solving. The program helps prepare students for entry-level jobs in the industry including network administrator, computer support specialist, technical support specialist, help-desk technician, and computer systems administrator. The curriculum consists of a total of 114 quarter credit hours, 84 in the major, 24 in general education, and six in success strategies and career management.

B.S., Game Software Development

The program leading to the B.S. degree in Game Software Development is designed to provide students with the ability to apply core knowledge of software engineering to employment settings through a curriculum that emphasizes game and interactive software development. In addition, general education courses assist students in applying critical thinking, logic, communication, and problem solving skills in managing challenges that occur in a game development environment. This program prepares graduates for an entry-level position in the game software development industry such as game and interactive software tester, game maintenance administrator, game documentation writer, game requirements analyst, and game support specialist. The curriculum consists of a total of 198 quarter credit hours, 129 in the major, six in business, 57 in general education, and six in success strategies and career management.

B.S., Computer Network Management

The program leading to the B.S. degree in Computer Network Management is designed to provide students with advanced networking skills required to design, install, configure, and maintain enterprise-wide networks. In addition, the combination of management and general education courses in the program helps students to apply skills in general management, critical thinking, logic, communication, and problem solving to management challenges in a technical environment. The program helps prepare students for entry-level roles in the information technology industry including network administrator, computer support specialist, technical support specialist, help-desk technician, and computer systems administrator. The curriculum consists of a total of 198 quarter credit hours, 120 in the major, three in business and accounting, 69 in general education, and six in success strategies and career management.

B.S., Information Systems Security

The program leading to the B.S. degree in Information Systems Security is designed to provide students with advanced security skills required to implement e-business solutions security policies, identify security threats and develop countermeasures using firewall systems and attack recognition technologies, and manage the deployment of security solutions. In addition, the combination of management and general education courses in the program help students to apply skills in general management, critical thinking, logic, communication, and problem solving to management challenges in a technical environment. The program prepares graduates for entry-level roles in the information systems industry including network server administrators, firewall administrators, systems administrator, computer support specialist, technical support specialist, help-desk technician, computer systems administrator, and computer security specialists. The curriculum consists of a total of 192 quarter credit hours, 120 in the major, three in business, 63 in general education, and six in success strategies and career management.

B.S., E-Business Management

The program leading to the B.S. degree in E-Business Management is designed to integrate technology, business, and employability skills to prepare students for entry-level jobs in the field of e-business. The program emphasizes the technology skills necessary to create, maintain, and manage web-based or web-enhanced businesses. In addition, the combination of technical, management, and general education courses in the program help students apply skills in research, critical thinking, communication, teamwork, and problem-solving to contemporary business challenges. The hands-on learning environment prepares graduates for entry level positions in the e-business work force including web page designers; administrators for networks, databases, or the web; and technical support specialists. The curriculum consists of a total of 189 quarter credit hours, 96 in the major, 63 in general education, and six in success strategies and career management.

III. Visual Arts

B.S., Animation

The program leading to the B.S. degree in Animation covers topics such as the laws of human motion, physics, psychology as applied to 2D or 3D characters, life drawing and rendering techniques, and the application of audio and video to an animation project. In addition, the combination of management and general education courses in the program help students apply skills in general management, critical thinking, logic, communication, and problem solving to workplace challenges. This program also includes business courses that cover such topics as project management, determining client needs, working within a team environment, and working within a deadline. The Bachelor of Science in Animation prepares students for entry-level positions including graphic artist, assistant animator, multimedia

designer, graphic designer, production artist, and web page designer for web-based or computer-based team projects. The curriculum consists of a total of 194 quarter credit hours, 122 in the major, six in business and accounting, 60 in general education, and six in success strategies and career management.

B.S., Game Art and Design

The program leading to the B.S. degree in Game Art and Design is designed to provide students with the ability to apply a core of knowledge of art and animation techniques for employment in the game and interactive software industry. The curriculum emphasizes traditional 2D artistry, 3D modeling, and animation. In addition, a combination of management and general education courses assists students in applying critical thinking, logic, communication, and problem solving skills in managing challenges that occur in a game development environment. This program helps prepare graduates for an entry-level position such as conceptual artist, texture artist, 3D modeler, world builder, and animator. The curriculum consists of a total of 207.5 quarter credit hours, 129.5 in the major, three in business, 69 in general education, and six in success strategies and career management.

A.A.S., Graphic Design and Multimedia

The program leading to the A.A.S. degree in Graphic Design and Multimedia prepares students for entry-level jobs in the graphic design and multimedia industry. Students learn to create effective designs that communicate visually in both print and multimedia environments. The combination of technical and general education courses in the program helps students develop skills in critical thinking, logic, communication, and problem solving. The program prepares graduates for positions as graphic designers, production artists, web page designers, multimedia designers, and multimedia artists within a diverse industry. The curriculum consists of a total of 105 quarter credit hours, 72 in the major, 27 in general education, and six in success strategies and career management.

B.S., Visual Communication

The program leading to the B.S. degree in Visual Communications is designed to prepare students with the design, marketing, and technical skills necessary to advance in the field of visual communications. In addition, the combination of management and general education courses in the program helps students apply skills in general management, critical thinking, logic, communication, and problem solving to workplace challenges. Potential business and accounting course topics include project management, entrepreneurial strategies, finance, organizational behavior, and advanced algebra. The program prepares graduates for entry-level roles in the field of visual communications including graphic designer, web page designer, print production designer, and production artist. The curriculum consists of a total of 196 quarter credit hours, 115 in the major, six in business, 69 in general education, and six in success strategies and career management.

B.S., Web Design and Multimedia

The program leading to the B.S. degree in Web Design and Multimedia equips students with the web design, e-commerce, scripting, and authoring skills necessary to advance in the field of web design. In addition, the combination of management and general education courses in the program help students apply skills in general management, critical thinking, logic, communication, and problem solving to workplace challenges. This program also includes business courses that cover such topics as project management, marketing and understanding client needs. The program prepares students for entry-level positions in the field of web design including interface designer, web page designer, graphic artist, digital media producer, graphic designer, production artist, and multimedia designer. The curriculum consists of 193 quarter credit hours, 115 in the major, six in business, 69 in general education, and six in success strategies and career management.

IV. Medical Assisting

A.O.S., Medical Assisting

The program leading to the A.O. S. in Medical Assisting prepares students with the skills necessary to be responsible for front office and back office functions in the medical field. Coursework a 160-hour externship during which students work in a medical facility as a medical assistant performing administrative and patient contact tasks. Students learn and practice setting appointments, assessing by telephone, billing, coding, taking vital signs, administering ECGs, and performing phlebotomy. The curriculum consists of a total of 100 quarter credit hours, 70 in the major, 24 in general education, and six in success strategies and career management.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission application for initial licensure by Westwood College for five years to recruit South Carolina residents beginning immediately into programs leading to the B.S., A.A.S., and A.O.S. degrees in the majors listed in the summary.